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BETTER BLOOMING BULBS

**HEBERLING'S GLADIOLU**  
CORN BELT GROWN  
Incorporated

J. H. HEBERLING      Easton, Ill., U.S.  
(Return Postage Guaranteed if Not Delivered)

U. S. DEPARTMENT OF AGRICULTURE

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BETTER BLOOMING BULBS  
**HEBERLING'S GLADIOLUS**  
CORN BELT GROWN  
INCORPORATED  
Easton, Illinois, U. S. A.

JANUARY 10, 1952

## SIZES

No. 1— $1\frac{1}{2}$  inches in diameter or more.      No. 4— $\frac{3}{4}$  inch to 1 inch.  
 No. 2— $1\frac{1}{4}$  inches to  $1\frac{1}{2}$  inches.      No. 5— $\frac{1}{2}$  inch to  $\frac{3}{4}$  inch.  
 No. 3—1 inch to  $1\frac{1}{4}$  inches.      No. 6—less than  $\frac{1}{2}$  inch.

## RETAIL SIZES

In retail list LARGE size bulbs are from  $1\frac{1}{4}$  inches in diameter up and produce the largest and best spikes. MEDIUM size bulbs are from  $\frac{3}{4}$  inch to one inch in size, and produce some excellent spikes. SMALL bulbs are about  $\frac{1}{2}$  inch in diameter and sometimes produce flowers, but produce a large bulb for next season, and generally produce more bulblets than a large bulb. The large bulbs are the ones to plant for EXHIBITION SPIKES.

## Prepaid Special Offer No. 1

**100 Large Bulbs \$5.00**

In this offer we have some of the largest and finest of the exhibition varieties in many beautiful colors. You will like it. You will love it. 1 large bulb of Apricot Glory gratis in every order.

## Prepaid Special Offer No. 2

**100 Large Bulbs \$4.00**

In this offer we have many large fine varieties, good assortment of color, and we feel it is sure to please. Very good value. 1 large bulb of October Sunshine gratis in every order.

If you prefer to order from our September 15th Retail Price List we will accept such orders. WE ARE OFFERING BETTER BUYS BELOW.

Save Money By Paying Your Own Carrying Charges.

ROCK BOTTOM PRICES!

**Retail Price List -- Exhibition & Commercial**

Charges Collect (You pay carrying charges.)    Gratis Items in Every Order.

Please do not send orders for less than \$2.00.

VARIETY	Per	Large	Medium
ABNAKI (Funk). Tall rich orange .....	3	\$ .20	\$ .12
	10	.60	.35
APRICOT GLORY (N.Z.). An extremely large clear self apricot. Six open, generally perfect placement. Five-inch florets. ....	2	.35	.25
	10	1.50	1.30
BIG TOP. Large clear pink. Six-inch florets. ....	3	.20	.12
	10	.60	.30
BIRCH RED. A very excellent deep red. Six-inch florets .....	1	.25	.18
	10	2.00	1.40
BLUE BEAUTY. An outstanding blue. ....	3	.20	.12
	10	.60	.35
BUCKEYE BRONZE. Mahogany bronze. Very good. ....	3	.20	.12
	10	.60	.30
BURMA. A grand deep rose red. Heavy ruffles. ....	3	.20	.12
	10	.60	.35
BUSH FIRE (Pupich). A smoky old rose of great size. ....	1	.50	.30
	10	4.00	2.40
CAPEHEART. A tall light salmon pink. ....	3	.20	.12
	10	.60	.30
CASABLANCA. A beautiful creamy white. Ruffled. ....	3	.20	.12
	10	.60	.30

VARIETY	Per	Large	Medium
CHERRY RIPE (N.Z.). A strong sturdy spike. 7 to 9 five-inch florets open. Peach pink with blotch. Good. ....	1	.15	.10
	10	1.20	.75
COVER GIRL. A very good salmon pink. ....	3	.20	.12
	10	.60	.35
CRINKLED CREAM. A rich ruffled yellow. Good. ....	3	.20	.12
	10	.60	.30
DEBORAH SAMPSON. An outstanding large light pink. ....	2	.30	.20
	10	1.20	.80
ELIZABETH THE QUEEN. A large ruffled lavender of OUTSTANDING MERIT. ....	3	.20	.12
	10	.60	.30
ETHEL CAVE COLE. One of the best light pinks. ....	3	.20	.12
	10	.60	.30
GAY LADY (Aus.). A tall, willowy mauve with deeper throat markings. Excellent. ....	1	.20	.15
	10	1.60	1.00
GOLDEN ARROW (Prun.). A light yellow of merit. ....	3	.20	.12
	10	.60	.35
HUNTRESS. A very good lavender. ....	3	.20	.12
	10	.60	.35
JEANIE. Tall salmon pink. ....	3	.20	.12
	10	.60	.30

(RETAIL PRICE LIST CONTINUED OTHER SIDE.)

# RETAIL PRICE LIST - Continued

VARIETY	Per	Large	Medium
KAWATIRI (Pupich). Large clear cream with picotee edge. Outstanding.	2 10	.35 1.40	.25 .90
KESTRAL. An excellent tall orange.	2 10	.20 .80	.12 .50
KING WILLIAM. Light pink and Picardy sport of merit.	3 10	.20 .60	.12 .30
LAVENDER & GOLD. Lavender with gold throat. Very beautiful.	3 10	.20 .60	.12 .35
LAVENDER PRINCE. A darker lavender. Very worthwhile.	3 10	.20 .60	.12 .30
LEADING LADY. Most outstanding cream. A great prize winner.	3 10	.20 .60	.12 .35
LUCKY. A tall willowy spike of beautiful lavender.	2 10	.20 .80	.12 .50
MAID OF ORLEANS. A good white.	3 10	.20 .60	.12 .30
MARILYN. A large outstanding pink from N.Z.	1 10	.15 1.20	.10 .80
MISS WISCONSIN. A beautiful rose, large florets and very popular.	3 10	.20 .60	.12 .35
OCTOBER SUNSHINE. One of the best of the true orange shade.	2 10	.35 1.40	.20 .80
OLIVE MARIE BROWN. A small decorative orange and gold. Good.	3 10	.20 1.60	.12 1.00
ORANGEADE (N.Z.). A light self orange and very good.	1 10	.20 1.60	.12 1.00
PANDORA. Outstanding light pink. Good exhibition and commercial.	3 10	.20 .60	.12 .30
PHANTOM BEAUTY. One of the most perfect spikes of delicate pink ever produced.	3 10	.20 .60	.12 .35
PINK RADIANCE. A very good medium pink. Both exhibition and commercial.	3 10	.20 .60	.12 .30
PURPLE SUPREME. One of the best in rich purple.	3 10	.20 .60	.12 .30
RED CHARM. One of the most popular reds.	3 10	.20 .60	.12 .30

VARIETY	Per	Large	Medium
RED WING (Wright). A newer red that is outstanding.	1	.75	.50
RED PHIPPS. A very good light red.	3 10	.20 .60	.12 .30
REVENGE (N.Z.). A flashing early red, bright and sparkling.	2 10	.25 2.00	.15 1.20
ROBERT J. GIBSON (N.Z.). An excellent large scarlet. Good flower head and large florets.	1 10	.25 2.00	.15 1.20
ROSA VAN LIMA. A popular light pink.	3 10	.20 .60	.12 .30
SILVER WINGS. A white sport of Picardy. Outstanding.	3 10	.20 .60	.12 .35
SIBONY (Allen). A large lavender, self color.	1 10	.25 2.00	.15 1.20
SNOW FLAKE. A very good pure white.	3 10	.25 .75	.15 .40
SNOW PRINCESS. One of the best commercial whites.	3 10	.20 .60	.12 .30
SPIC & SPAN. Probably the best exhibition and commercial pink.	2 10	.20 .90	.12 .35
SPOTLIGHT. Tall yellow with red blotch. Excellent.	3 10	.20 .60	.12 .30
SUNSPOT (Roberts). Light apricot buff with rose spot in throat. Sure prize winner.	2 10	.20 .90	.12 .50
THRILLER. The tallest red we know. Cream blotch. Very good.	2 10	.25 1.00	.15 .60
TRUE LOVE. One of the most beautiful shell pinks. A grand variety.	3 10	.20 .60	.12 .35
VALERIA. One of the very best exhibition and commercial light reds.	3 10	.20 .60	.12 .30
WHITE GOLD. An immense tall cream with six-inch florets. Commercial and exhibition.	3 10	.20 .60	.12 .30
W. J. DAKES (Brown). Five-inch round flowers on straight spike with 16 to 20 buds, 6 to 7 open. A very beautiful and striking variety.	1 10	.18 1.40	.12 .90
YELLOW PARADISE. A tall early light yellow and very good.	3 10	.20 .60	.12 .30



## WHOLESALE PRICES (BULBS F.O.B. EASTON, ILLINOIS)

Twenty-five or more bulbs of the same size and variety may be purchased at the 100 rate. 250 at the 1000 rate.  
**DISCOUNTS.** 2% Discount on orders of \$25.00 or more; 5% Discount on orders of \$50.00 or more, cash with order.

**THIS IS YOUR OPPORTUNITY TO SECURE CHOICE BULBS AT VERY REASONABLE PRICES. A NUMBER OF VARIETIES ARE ALREADY SOLD OUT, OTHERS WILL FOLLOW. ORDER NOW!**

Bullets								
VARIETY	Per	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6	Per
APRICOT GLORY	100	\$12.00	\$10.00	\$8.00	\$7.00	\$6.00	\$5.00	Pt. \$5.00
SOLD OUT								
BLACK OPAL	100	4.00	3.40	2.80	2.40			
BLUE BEAUTY	100	8.00	7.00	6.00	5.00	4.00	3.00	Qt. 8.00
SOLD OUT								
BUCKEYE BRONZE	100			2.80	2.40			
BURMA	100		3.00	2.40	2.00			Qt. 3.00
	1000		24.00	18.00	14.00			
CAPEHEART	100	3.00	2.40	2.00	1.60			Qt. 3.00
	1000		18.00	12.00	10.00			
SOLD OUT								
CORONA	100							
CHERRY RIPE	100	8.00	7.00	6.00	5.00	4.00	3.00	Qt. 8.00
CRINKLED CREAM	100		3.00	2.40	2.00			Qt. 3.00
	1000		20.00	16.00	12.00			
DEBORAH SAMPSON	100	12.00	10.00	8.00	6.00			Qt. 12.00
ELIZABETH THE QUEEN	100	4.00	3.00		1.60	1.20	Qt. 3.00	
	1000	26.00	20.00		10.00	7.60		
GOLDEN ARROW	100	4.00	3.00	2.40	2.00	1.60		Qt. 3.00
	1000		18.00	14.00				
JEANIE	100							SOLD OUT
KAWATIRI	100	12.00	10.00	9.00	8.00	6.00	Pt. 8.00	
KING WILLIAM	100	3.60	3.00	2.40	2.00		Qt. 3.00	
LADY JANE	100							SOLD OUT
LAVENDER & GOLD	100		3.40	3.00	2.40		Qt. 3.50	
	1000		25.00	20.00	16.00			
LEADING LADY	100							SOLD OUT
LAVENDER PRINCE	100	4.00	3.40	3.00	2.40		Qt. 3.00	
	1000	30.00	25.00	20.00	16.00			
MAID OF ORLEANS	100	3.00	2.40	2.00	1.60	1.20	Qt. 2.00	
	1000	20.00	16.00	12.00	10.00	8.00		
MARILYN	100	10.00	8.00	7.00				

Bullets								
VARIETY	Per	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6	Per
MISS WISCONSIN	100	4.00	3.40	3.00	2.40			Qt. 4.00
Great Variety Good Selection								
MIXED BULBS	100	3.00	2.50	2.00				
	1000	24.00	20.00	16.00				
MOTHER KADEL	100							SOLD OUT
OCTOBER SUNSHINE	100	7.00	6.00	5.00	4.00	3.00		Qt. 6.00
	1000		50.00	40.00	30.00	24.00		
PHANTOM BEAUTY	100		3.50	3.00				
	1000		30.00	25.00				
PINK RADIANCE	100							SOLD OUT
PURPLE SUPREME	100							SOLD OUT
ROSA VAN LIMA	100		2.50	2.00				
	1000		20.00	16.00				
SILVER WINGS	100							SOLD OUT
SNOW PRINCESS	100	3.00	2.40	2.00	1.60	1.20	1.00	Qt. 2.00
	1000	20.00	16.00	12.00	10.00	8.00	6.00	
SPIC & SPAN	100		5.00	4.00	3.00	2.40		Qt. 7.00
	1000		40.00	32.00	24.00	18.00		
SPOTLIGHT	100	3.80	3.20	2.60	2.00	1.60		
	1000	30.00	22.00	16.00	14.00	10.00		
SUNSPOT	100		10.00	8.00	7.00			½ Pt. 6.00
	1000		80.00	60.00	50.00			Qt. 20.00
TRUE LOVE	100		3.40	2.80	2.00	1.60	1.20	Qt. 3.00
	1000		24.00	20.00	16.00	12.00	10.00	
TWILIGHT DREAM	100							SOLD OUT
VALERIA	100	3.60	3.00	2.60	2.20			Qt. 3.00
	1000	25.00	20.00	16.00	12.00			
WHITE GOLD	100	3.00	2.40	2.00	1.60	1.20		Qt. 2.00
	1000	20.00	16.00	12.00	10.00	8.00		
W. J. DAKES	100	12.00	10.00	8.00				
YELLOW PARADISE	100	3.40	3.00	2.40	2.00			Qt. 2.00
	1000	24.00	20.00	15.00	12.00			

THANKS FOR ALL OF YOUR GOOD ORDERS.

CORDIALLY, J. H., EASTON, ILL.

COME EARLY AND STAY LATE.